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FM SECSTATE WASHDC

TO AMEMBASSY ALGIERS

AMEMBASSY RABAT

AMEMBASSY TUNIS

AMCONSUL CASABLANCA

UNCLAS STATE 030840

E.O. 11652: NA

TAGS: BEXP, AG, MO, TS

SUBJECT: TECHNICAL SALES SEMINAR: TELECOMMUNICATIONS

--- TECHNOLOGY JUNE 9-20, 1975

REF: TUNIS 6276; ALGIERS A-008 DATED FEB. 6, 1974 AND

STATE A-750 DATED JAN. 5, 1974

1. WE HAVE REVIEWED COMMENTS SHOWN IN ALGIERS REPAIR OF
LAST YEAR AND HAVE INCORPORATED THE SUGGESTIONS INTO
CURRENT OPERATIONS.

2. FOR AN OVERVIEW OF THE SEMINARS PROGRAM SEE STATE
A-750. PROPOSED SPECIFICS FOR EVENT AS FOLLOWS:
ADVANCE OFFICER ARRIVES CASABLANCA APRIL 20, WITH PRE-
LIMINARY OUTLINE OF SEMINAR PROGRAM ADD WITH COMPLETE
BACKGROUND DATA ON ALL PR;ARTICIPANTS AS TO TECHNICAL AND
BUSINESS INTERESTS. ADVANCE OFFICER WILL MAKE ARRANGE-
MENTS FOR SEMINARS IN CASABLANCA AND RABAT WITH AN EFFORT
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TO OBTAIN FIRST HAND PICTURE OF LOCAL SITUATION FROM
BUSINESS AND GOVERNMENTAL COMMUNITIES THAT WILL BE OF

INTEREST O; TO PARTICIPANTS, OBTAIN CO-SPONSOR, IF POSSIBLE; OUTLIE LOGISTICAL SUPPORT; ETC. FIVE DAYS IN MOROCCO SHOULD BE SUFFICIENT TO GET THINGS STARTED BEFORE LEAVING FOR ALGIERS ON FRIDAY MORNING APRIL 25. ADVANCE

OFFICER OBJECTIVES IN ALGIERS ARE THE SAME AS FIRST STOP BUT WITH ADDITIONAL EMPHASIS ON TAILORING ORAL PRESENTATIONS TO BEST SUIT NEEDS OF HOST GOVERNMENT AND INDUSTRIAL USERS. ADVANCE OFFICER THEN DEPARTS FOR TUNIS ON WED. AFTERNOON APRIL 30 TO AGAIN MEET WITH THE VARIOUS KEY PERSONAL THAT WILL BE INSTRUMENTAL IN SETTING UP THE SEMINARS AND INTRODUCING MEMBERS TO INFLUENTIAL BUSINESSMEN AND THE HOST GOVERNMENT. DEPARTURE FROM TUNIS IS FRIDAY AFTERNOON MAY 2.

3. FULFILLMENT OF THE ADVANCE OFFICERS OBJECTIVES IS CONSIDERED VITAL TO THE SUCCESS OF THE MISSION. THE ADVANCE OFFICER IS RESPONSIBLE FOR THOROUGHLY BRIEFING THE MEMBERS AT A TWO DAY SESSION HELD IN WASHINGTON TWO WEEKS BEFORE TAKEOFF. ONE DAY OF THIS MEETING IS DEVOTED TO A COMPLETE REHEARSAL OF PRESENTATIONS AS THEY WILL BE DELIVERED OVERSEAS. THE ADVANCE OFFICER FOR THESE SEMINARS IS FRED CROSLY, AN EXPERIENCED INTERNATIONAL TRADE SPECIALIST OF THE TECHNICAL SALES SEMINAR SECTION IN OIM. HE WILL RETURN WITH THE GROUP TO SERVE AS COORDINATOR. THE CHAIRMAN FOR THE SEMINARS HAS NOT YET BEEN NAMED BUT WILL BE A RANKING OFFICIAL IN THE INDUSTRY OR GOVERNMENT.

4. SEMINARS PRESENTATIONS WILL BE GENERIC TECHNICAL DISCUSSIONS ON ANY OF THE FOLLOWING TOPICS; SWITCHING; TRANSMISSION; NETWORK OPERATION; DATA COMMUNICATIONS; SATELLITE EARTH TERMINALS; TEST EQUIPMENT; MOBILE COMMUNICATIONS; COMPONENTS; RESEARCH AND DEVELOPMENT; AIRCRAFT AND AIRPORT COMMUNICATIONS; AND CONSULTING AND OTHER SERVICES. THEY ARE SUBJECT TO REFINEMENT BY THE CHAIRMAN.

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5. PRESENTATIONS ARE DIVIDED INTO TWO ONE HALF DAY SESSIONS WITH AFTERNOONS SET ASIDE FOR SCHEDULED BUSINESS APPOINTMENTS. AS THESE ARE STATE-OF-THE-ART TECHNICAL PRESENTATIONS AND NOT SALES PITCHES, LOCAL ORGANIZATION MAY WANT TO CO-SPONSOR THE SEMINARS.

6. A PREVIEW SCHEDULE FOR THE SEMINARS IS AS FOLLOWS: ARRIVE RABAT SUNDAY JUNE 8 WITH SESSIONS ON MONDAY AND TUESDAY, DRIVE TO CASABLANCA WEDNESDAY AFTERNOON JUNE 11, FOR A FULL DAY SESSION ON THURSDAY, JUNE 12.

BUSINESS APPOINTMENTS ON FRIDAY AND FLY TO ALGIERS ON SUNDAY JUNE 15 FOR TWO HALF DAYS SESSIONS ON MONDAY AND TUESDAY WITH BUSINESS APPOINTMENT AND FOLLOWUP OF WEDNESDAY. FLY TO TUNIS WEDNESDAY AFTERNOON JUNE 18 FOR SESSIONS ON THURSDAY AND FRIDAY WITH SATURDAY FOR BUSINESS APPOINTMENTS AND FOLLOWUP.

7. ALL PROGRAMS, ABSTRACTS SLIDES PROMOTIONAL BROCHURES WILL BE FRENCH LANGUAGE. WE ARE REQUESTING TWO SIMULTANEOUS TRANSLATORS THROUGH STATE FSI WASHINGTON FOR THE ENTIRE TRIP. COORDINATOR PREPARED TO HAND CARRY SINGLE CHANNEL WIRE TYPE FIFTY OUTLET SET OF SIMULTANEOUS TRANSLATION EQUIPMENT.

8. ACTION ALL POSTS: WE REQUEST YOU RESERVE HOTEL ROOM FOR ADVANCE OFFICER PER ABOVE SCHEDULE IN SAME HOTEL AS SEMINAR TEAM. FOR SEMINAR TEAM RESERVE 10 SINGLES IN BEST HOTEL WITH TWO BEDROOM SUITE WITH LIVING ROOM TO SERVE AS BIC FOR CHAIRMAN AND COORDINATOR.

9. WE WOULD APPRECIATE ANY COMMENTS WITH RESPECT TO YET UNFORSEEN TARGETS OF OPPORTUNITY IN THIS FIELD THAT MAY BE EXPLOITABLE SEMINAR TOPICS. ALSO PLEASE IDENTIFY CONTROL OFFICER ASSIGNED TO THIS PROJECT. INGERSOLL

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